

Service staff not going beyond call of duty: survey

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Singapore shoppers

SINGAPORE: Most service staff in Singapore do enough to make customers' service experience acceptable, but they do not go beyond the call of duty, according to a survey.

The survey showed that 56 per cent of those interviewed said service staff could "go beyond the call of duty" to make their service experience more memorable.

It also showed that about 60 per cent of local customers, service staff and managers surveyed considered service in Singapore to be just acceptable.

However, some 74 per cent of the tourists interviewed acknowledged that service in Singapore was "above average".

Almost half, or about 49 per cent, said the service in Singapore was better than in their home country.

The survey, of over 460 participants, was carried out by market research group Taylor Nelson Sofres.

It was supported by the 'Go the Extra Mile for Service (GEMS) Up' project, a joint movement involving SPRING Singapore, the Singapore Tourism Board, the Singapore Workforce Development Agency, the Institute of Service Excellence at the Singapore Management University, and the National Trades Union Congress.

The survey also showed that some 73 per cent of managers and 64 per cent of service staff said increasingly demanding clientele was the main barrier to delivering good service.

Some 87 per cent of managers and 91 per cent of the service staff agreed that the government could help drive service quality by promoting service-sector businesses as an



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employer of choice, attracting more talent into the industry.

Some 53 per cent of managers said finding the right staff was the main obstacle in providing quality service.

But more than half of them were reluctant to invest in training their existing talent pool as the return did not merit the extra effort.

- CNA/al